

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>719297</b>
	Alt Order #:	06358423
	Product Desc:	OBAMA SCHED C
	Estimate:	1904
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	10/08/12 / 10/08/12
	Order Type:	Political

WUSA

Primary AE: Aaron Ashe  
Sales Office: T-WAS  
Sales Region: NAT

<b>Agency</b>	<b>Name:</b>	<b>Greer Margolis Mitchell/ Pol</b>
	Buying Contact:	
	Billing Contact:	
		<u>3050 K St NW</u>
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Obama/D/President</b>
	Demographic:	A35+
	Product Codes:	PL-Presidential,Political,PL-Federal
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/07/12	47	\$51,200.00	\$43,520.00	October 2012	59	\$62,400.00	\$53,040.00	0.00
10/08/12	10/14/12	12	\$11,200.00	\$9,520.00	Totals	59	\$62,400.00	\$53,040.00	0.00

## Totals

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Aaron Ashe Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/02/12	10/08/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12    10/08/12    MTWTF--    5    \$1,000.00    0.00															
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
5	WUSA	10/02/12-10/08/12	10-11a		10-11a		MTWThF----	:30		(\$1,000.00)	0.00	NM			
Credited															
2	WUSA	10/02/12	10/08/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12    10/08/12    MTWTF--    5    \$1,500.00    0.00															
3	WUSA	10/02/12	10/08/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12    10/08/12    MTWTF--    5    \$1,500.00    0.00															
4	WUSA	10/02/12	10/08/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	9	\$900.00	P-2	0.00	NM	9	\$8,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12    10/08/12    MTWTF--    9    \$900.00    0.00															
5	WUSA	10/02/12	10/08/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12    10/08/12    MTWTF--    5    \$500.00    0.00															
6	WUSA	10/02/12	10/08/12		CM	4-5p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00

Order / Rev: 719297  
Alt Order #: 06358423  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Obama/D/President  
Product Desc: OBAMA SCHED C  
Estimate: 1904

**WUSA**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				4-5p Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$750.00		0.00			
7	WUSA	10/02/12	10/08/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$450.00		0.00			
8	WUSA	10/02/12	10/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$500.00		0.00			
9	WUSA	10/02/12	10/08/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$300.00		0.00			
10	WUSA	10/02/12	10/08/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$700.00		0.00			
11	WUSA	10/02/12	10/08/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$900.00		0.00			
12	WUSA	10/02/12	10/08/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$800.00		0.00			
15	WUSA	10/02/12	10/08/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$1,800.00		0.00			
18	WUSA	10/02/12	10/02/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$7,500.00		0.00			